

### **EAITC Tourism Program**

This program provides strategic direction and primary funding for market development activities delivered by Canadian posts abroad. Posts assist the Canadian tourism industry by providing market information and intelligence, facilitating market access, and distributing information on Canadian products and services.

### **Strategic Technologies Program (STP)**

Three strategic technology fields have been targeted for assistance: advanced industrial materials, biotechnology and information technologies (including artificial intelligence). The program encourages and supports pre-competitive R&D alliances and technology application alliances, which lead to the development and application of the technology.

### **Advanced Manufacturing Technology Application Program (AMTAP)**

This program provides assistance to taxable corporations, engaged in manufacturing or processing in Canada, to conduct feasibility studies that will lead to a significant improvement in their manufacturing processes.

### **Microelectronics and Systems Development Program (MSDP)**

This program encourages Canadian research and development by sharing with companies the risk of developing appropriate advanced microelectronic and advanced information technologies and systems.

### **Forest Products Co-operative Overseas Market Development Program (COMDP)**

This program is based on tripartite agreements among the Government of Canada, individual provinces and certain wood products industry associations, with the objective to expand and protect overseas markets for solid wood products.

### **Technology Outreach Program (TOP)**

This program contributes financial support to technology centres that are external to the federal government, so they can provide national services that accelerate the acquisition, development and diffusion of technology and critical management skills to industry, particularly small- and medium-sized enterprises. Applicants must be incorporated Canadian non-profit organizations. TOP provides three types of support: start-up funds, sustaining funds, and funds for hiring a consultant to conduct a feasibility study of proposed new centres.

### **DISTCcovery Program**

DISTCcovery accelerates technology diffusion by providing specific technology licensing opportunities in Canada and worldwide. The program offers a library of Canadian and foreign technology/products directories, brochures and newsletters, and a user-friendly computer data base of business ideas, products, processes and services sourced in Canada and throughout the world.

## **RELATED SERVICES**

### **The Trade Commissioner Service**

Trade commissioners represent the interests of Canadian companies in over 125 cities abroad. Assisted by locally hired commercial officers, they have an understanding of local markets, business practices, purchasers and future opportunities. Their familiarity with Canadian capabilities and their ability to "open doors" enable them to successfully serve the interests of Canadian firms. In addition, science and technology and investment counsellors are assigned to certain priority regions to promote incoming technology and investment.

Trade commissioners perform many tasks for Canadian companies, from identifying potential foreign agents to helping solve problems with overdue accounts. They should always be a first point of contact for those doing business abroad.

### **International Trade Centres (ITCs)**

The 12 International Trade Centres across Canada are often the human face of the Government to the exporting community. They provide hands-on assistance and training to companies needing help to enter export markets. Objectives include better co-ordination of federal/provincial initiatives and increased promotion of the importance of trade and investment matters.

### **ISTC Business Service Centres**

These centres offer clients the following services: a reference and video library; publications on a variety of subjects; industry profiles and market intelligence reports; access to computer data bases such as BOSS (Business Opportunities Sourcing System); and self-diagnostic software programs to assist clients in technology, market- and business-related opportunities.

### **Geographical and Sectoral Marketing Expertise**

Trade development in the federal government is designed to enhance Canada's access to foreign markets through multilateral and bilateral trade negotiations, and to provide programs and support to Canadian companies to complement their export marketing endeavours. Geographic and sectoral marketing divisions in Ottawa act as the information source on international prospects for specific products, while information on specific countries is also available.

### **Investment Services**

The Government of Canada helps Canadian companies seeking international investment and partnerships, as well as overseas companies seeking partners and investment in North America. Investment counsellors and other investment specialists are available through Canadian posts in key business markets. ISTC's Business Service Centres provide local access to opportunities in all regions of Canada. Investment Canada's Investor Services group, in co-operation with EAITC, ISTC, and provincial and municipal governments, also responds to the information needs of investors from around the world.